

# Gold Line Corridor Study Final Report

## ***Appendix A. Data and Methodology***

This appendix provides information regarding the data and methods used for the Gold Line Corridor Study Final Report. The first section of this appendix describes the qualitative and quantitative data sources and methods used for the profile and trends analysis of the Gold Line Corridor presented in Section 1. Note that additional methodological details are embedded in the subsections of Section 1. The second section of this appendix describes the methodology used to conduct the interviews with developers, architects, and planners of major projects along the Gold Line corridor that provide the basis for findings in Sections 2, 3, and 4.

### **Methodology for Report Section 1**

The baseline profile and trends analysis of the Gold Line Corridor presented in Section 1 draws from numerous qualitative and quantitative sources of information. As described in more detail below, we conducted Geographic Information System (GIS) spatial analysis of the socioeconomic, employment, job, land use, real estate, and development patterns of each station area. The history of the planning, construction, and ridership trends is based on archival research and has primarily drawn from the *Los Angeles Times* and other local news sources. The review of the physical characteristics of station areas and major developments were based on fieldwork, visual surveys, discussions with city planning staff, and archival and internet information searches. Table A1 lists key contacts for this research.

Table A1 Key Research Contacts

<b>Contact</b>	<b>Affiliation</b>
Ping Chang, Senior Regional Planner Pablo Gutierrez, Associate Regional Planner	Southern California Association of Governments
Robert A Burgos, Records and Information Coordinator Michelle Caldwell, Budget Department	Metropolitan Transportation Authority
Carlos Romero, City Planner Helen Campbell, Intern	Ed Reyes Los Angeles City District 1 Council Office
John Butcher	Los Angeles Planning Department
Richard Bruckner, Planning Director John Poindexter, Senior Planner Lisa Stinstrom, Senior Planner Laura Fitch Dahl, Senior Planner Brian Sims, GIS Coordinator	City of Pasadena
David Watkins, Planning Director	City of South Pasadena
Ryan Lehman, Executive Director	Livable Places
Sales Office	Axis at Union Station
Leasing Office	Terrace Apartment Homes (Paseo Colorado)

### Quantitative Data Sources

Table A2 gives an overview of the quantitative data sources used for the baseline profile and trends analysis of the Gold Line Corridor presented in Section 1. Table A3 provides definitions for key census-based variables used in the analysis.

Table A2 Quantitative Data Sources

<b>Data</b>	<b>Source</b>
Census Data	2000 census Summary File 1 and Summary File 3
2000 Aerial Photography	Southern California Association of Governments (SCAG)
2000 Existing Land Use	SCAG
General Plans/ Zoning	City of Pasadena
Parcel Boundary & Tax Assessor Data	City of Pasadena, Nobel Systems
Thomas Brothers Roadway Data	SCAG
Development-related Data	Compiled from provided by developers, the cities of Los Angeles, South Pasadena, and Pasadena, site surveys, and archival and internet searches.
Dun & Bradstreet 2000 Employment Data	SCAG
Building Permit Data	City of Pasadena Planning and Development Los Angeles Housing Department, via UCLA LALots System
Ridership Estimates	Los Angeles Metropolitan Transportation Authority

Table A3 Key Definitions for Census-based Results

<b>Measure</b>	<b>Definition</b>
Area Square Miles	The Square Miles of the study areas based on the census Land Area
Total Population	Total persons.
Population Density	Total Population divided by Square Miles
<b>Race</b>	
% White	The percent of persons who indicated they were “White alone” regardless of their Hispanic origin.
% Black	The percent of persons who indicated they were “Black or African American alone” regardless of their Hispanic origin.
% Asian and/or Asian/Pacific Islander	The percent of persons who indicated they were “Asian or Pacific Islander alone” regardless of their Hispanic origin.
<b>Hispanic Status</b>	
% Hispanic	The percent of persons who indicated they were of Hispanic origin.
% Non-Hispanic White	The percent of persons who indicated they White and were not of Hispanic origin.
<b>Socioeconomic Measures</b>	
% Foreign Born	The percent of persons who were foreign born.
% Linguistically Isolated Households	The percentage of households in which no person 14 years old or older spoke English “Very well.”
% Recent Immigrant	The percent of the foreign born population who entered the country 1995 to March, 2000.
% Households with Public Assistance	The percent of households that received public assistance in the previous year in 1999.
% Persons in Poverty	The percent of persons who resided in a household with earnings in the previous year that were below the Federal Poverty Line.
<b>Educational Attainment</b>	
% Less than a High School Education	The percent of persons 25 years old or older who indicated they had completed less than high school.
% High School/ Some College	The percent of persons 25 years old or older who indicated they had completed high school or equivalent and some college.

### Study Area Boundaries

We have defined our study areas as those within an immediate walking distance from the thirteen Gold Line stations. Walking distance was defined as one third to a half mile depending on the major roads and geographic features acting as boundaries. Where possible, study area boundaries correspond with census block boundaries for consistency when compiling block-level census characteristics. Figures A1 – A14 map the boundaries used for this baseline profile based on 1990 and 2000 census block boundaries.

We also used supplemental levels of aggregation when data sources were not available at the relatively small scale of blocks. The lowest level at which the census releases socioeconomic, income, and commute data is the blockgroup geographic level, which generally is comprised of 6-8 blocks. Therefore, we also define in these maps the blockgroups which correspond most closely to stations in order to profile the characteristics of station areas (Figures A1 – A14). Although the designated blockgroups correspond with one third to a half mile of stations, they may in some cases contain areas farther away from the stations. Blocks and blockgroups for 1990 and 2000 cover similar geographic areas near stations. However, the geographic coverage does not correspond exactly since some boundaries changed between 1990 and 2000.

Job data was only available at the census tract level which is an area of aggregation containing about 6-8 census blockgroups. As in the case of blockgroups, the designated tracts may contain near-station areas as well as areas farther from stations. Parcels which most closely overlapped with the 2000 blocks for each study area were selected for station-level analysis using tax assessor data.

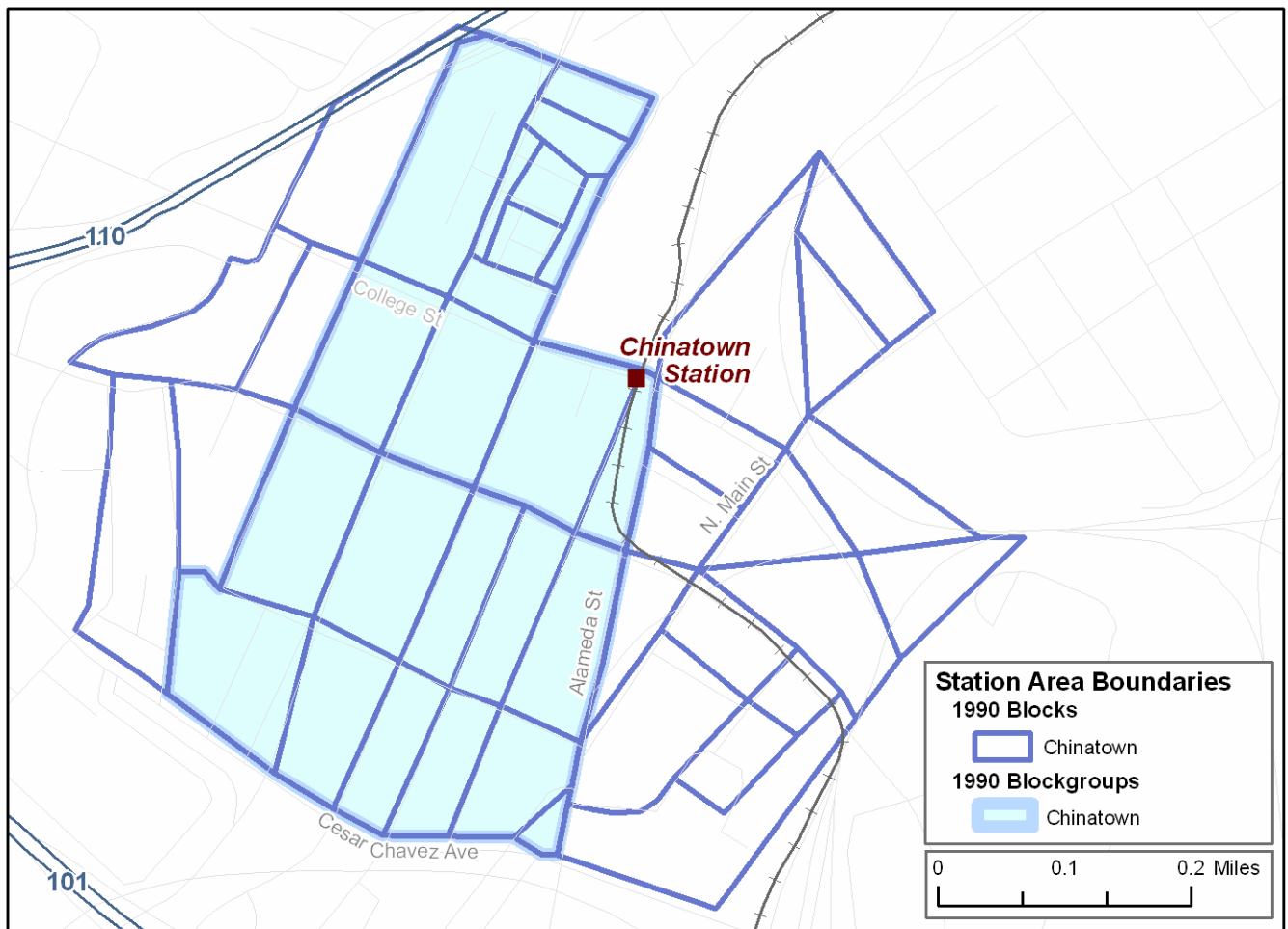


Figure A1. 1990 Census-based Study Area Boundaries, Chinatown

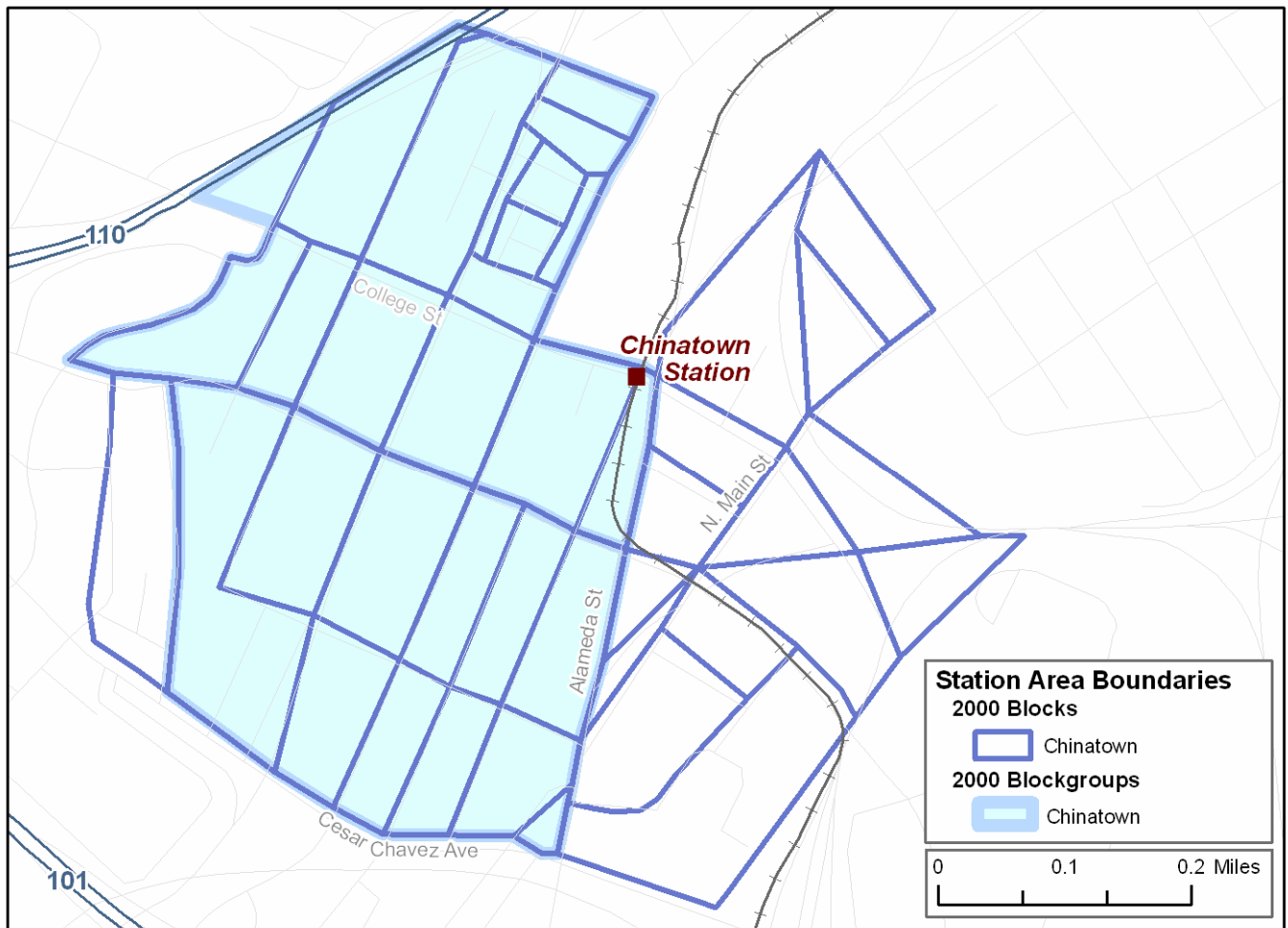


Figure A2. 2000 Census-based Study Area Boundaries, Chinatown

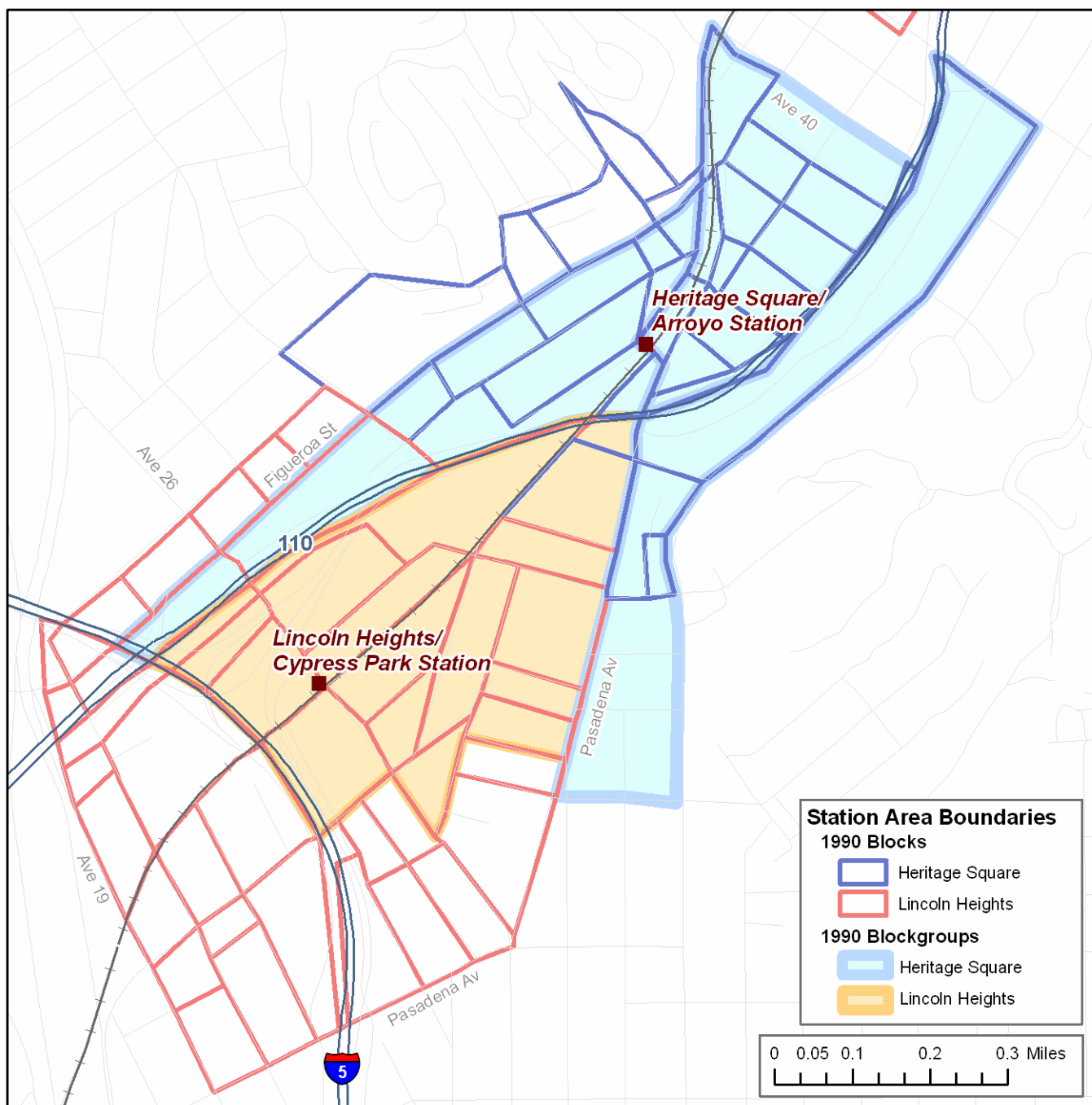


Figure A3. 1990 Census-based Study Area Boundaries, Lincoln Heights & Heritage Square

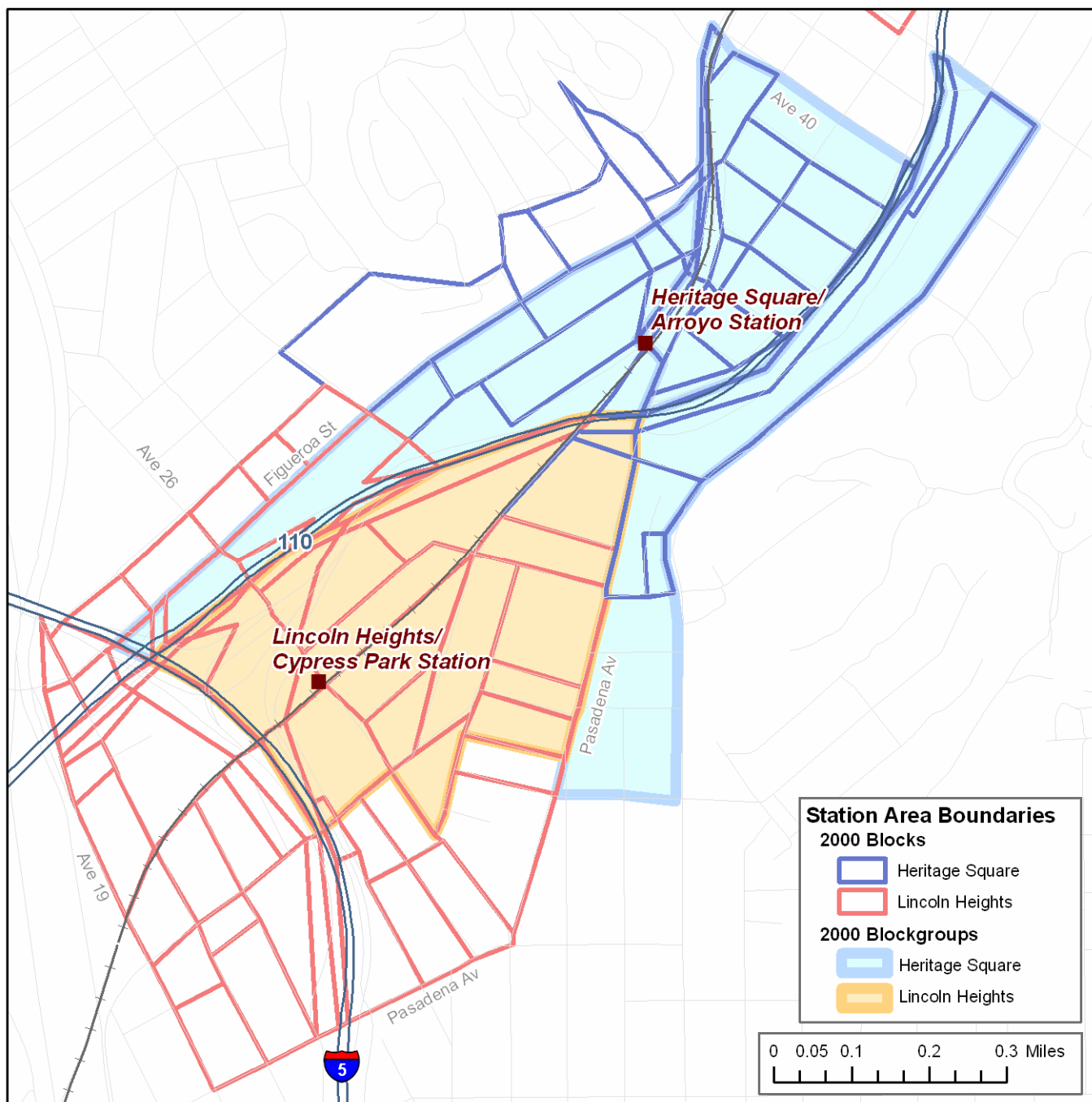


Figure A4. 2000 Census-based Study Area Boundaries, Lincoln Heights & Heritage Square



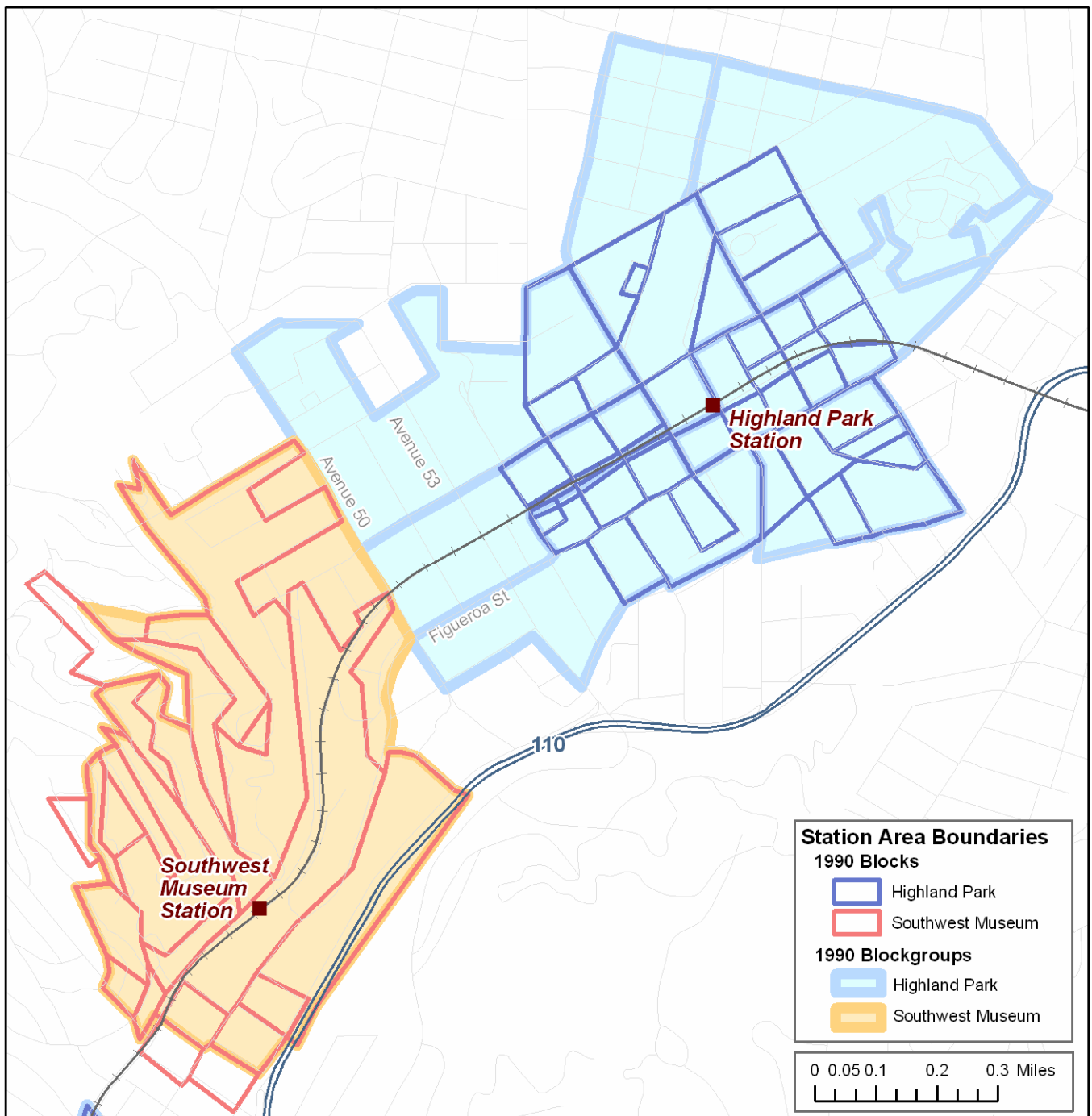


Figure A5. 1990 Census-based Study Area Boundaries, Southwest Museum & Highland Park

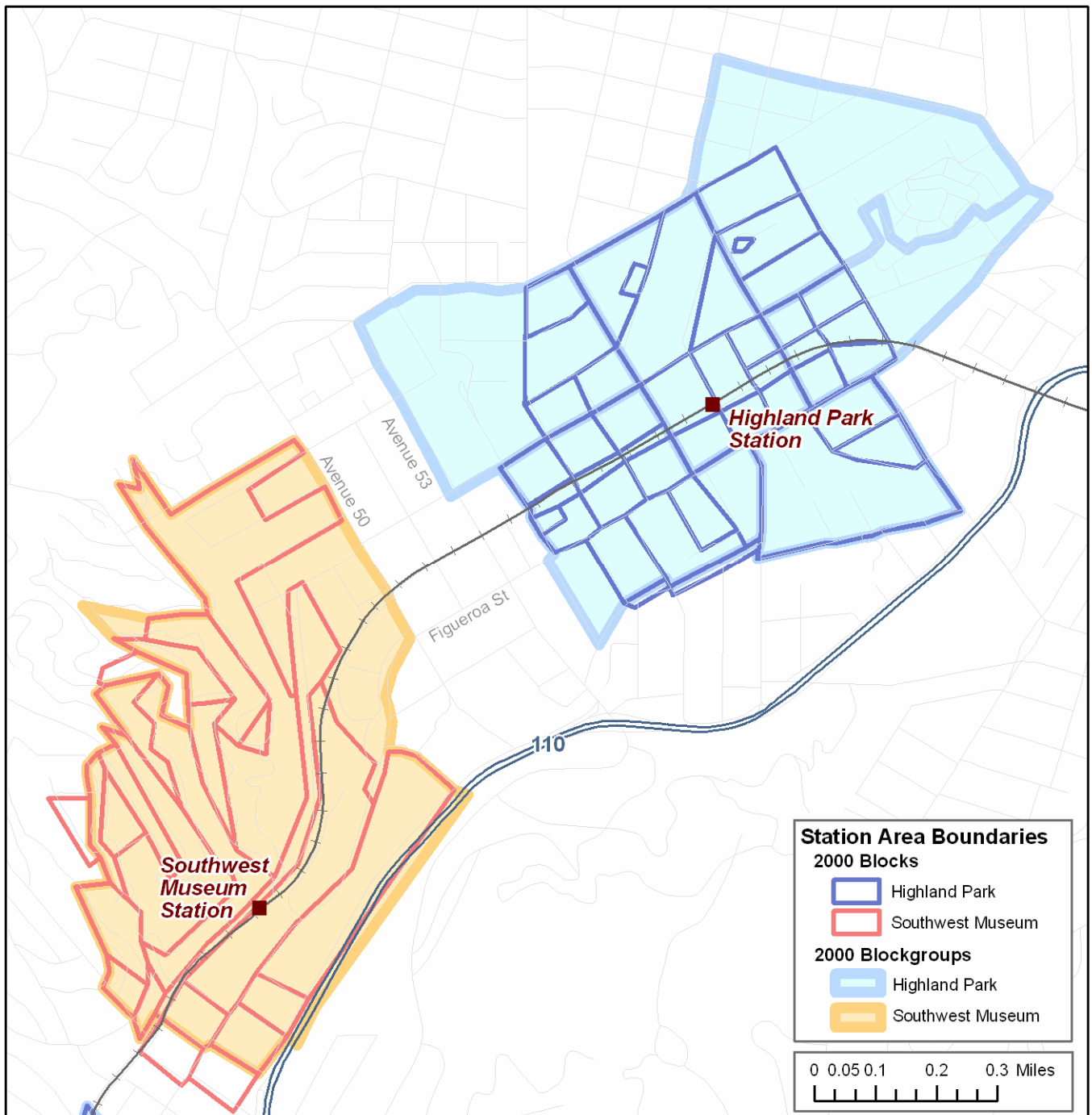


Figure A6. 2000 Census-based Study Area Boundaries, Southwest Museum & Highland Park

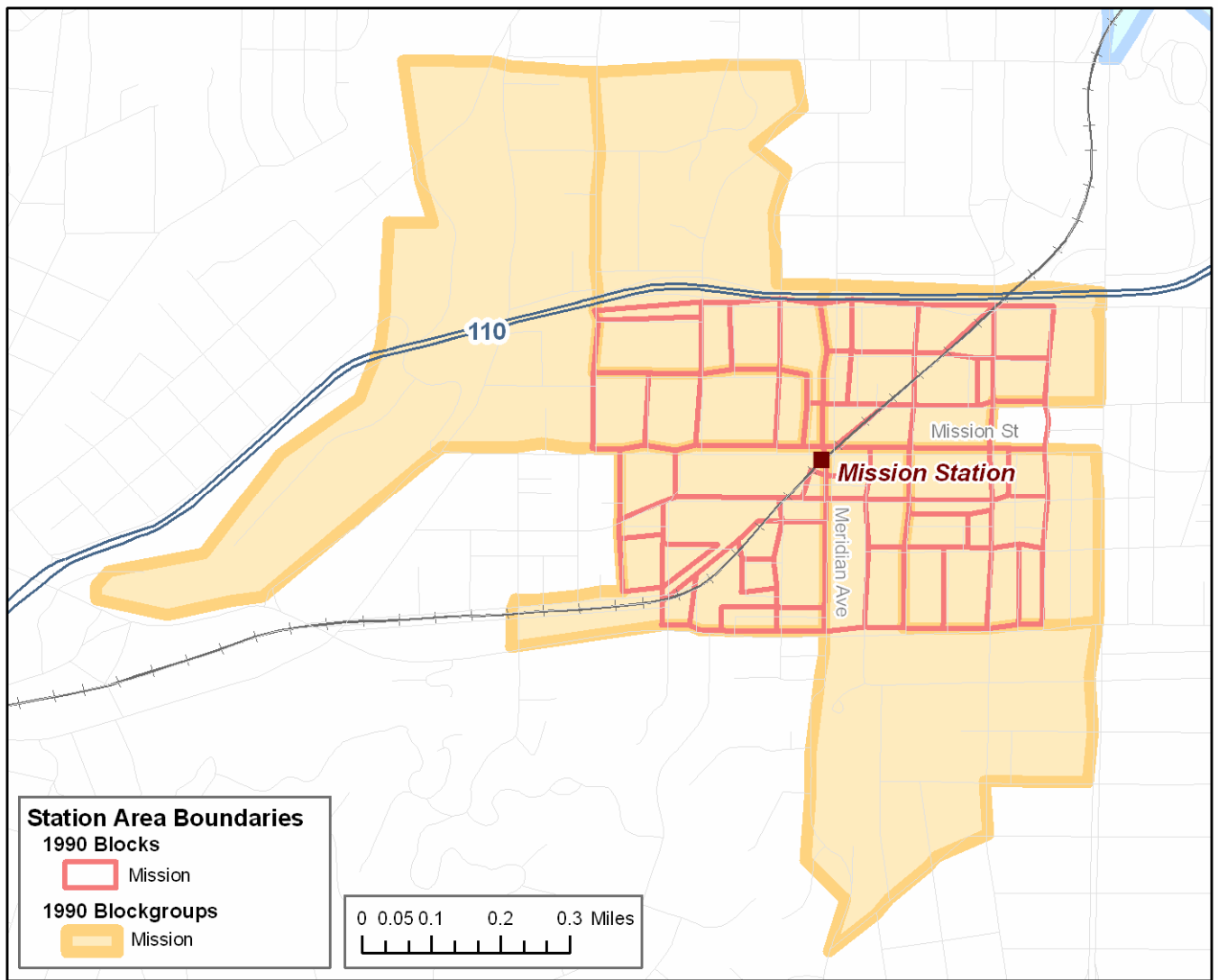


Figure A7. 1990 Census-based Study Area Boundaries, Mission

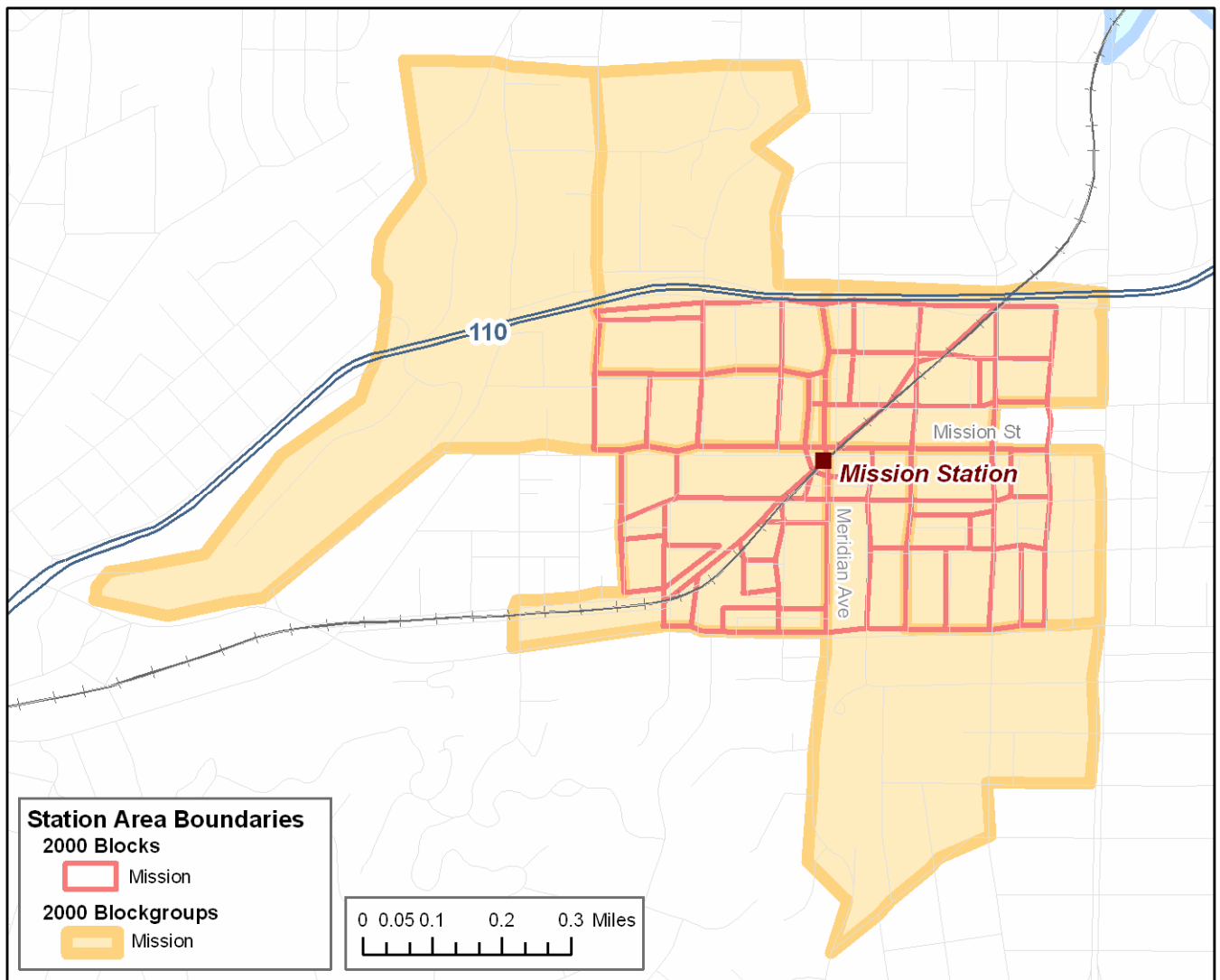


Figure A8. 2000 Census-based Study Area Boundaries, Mission

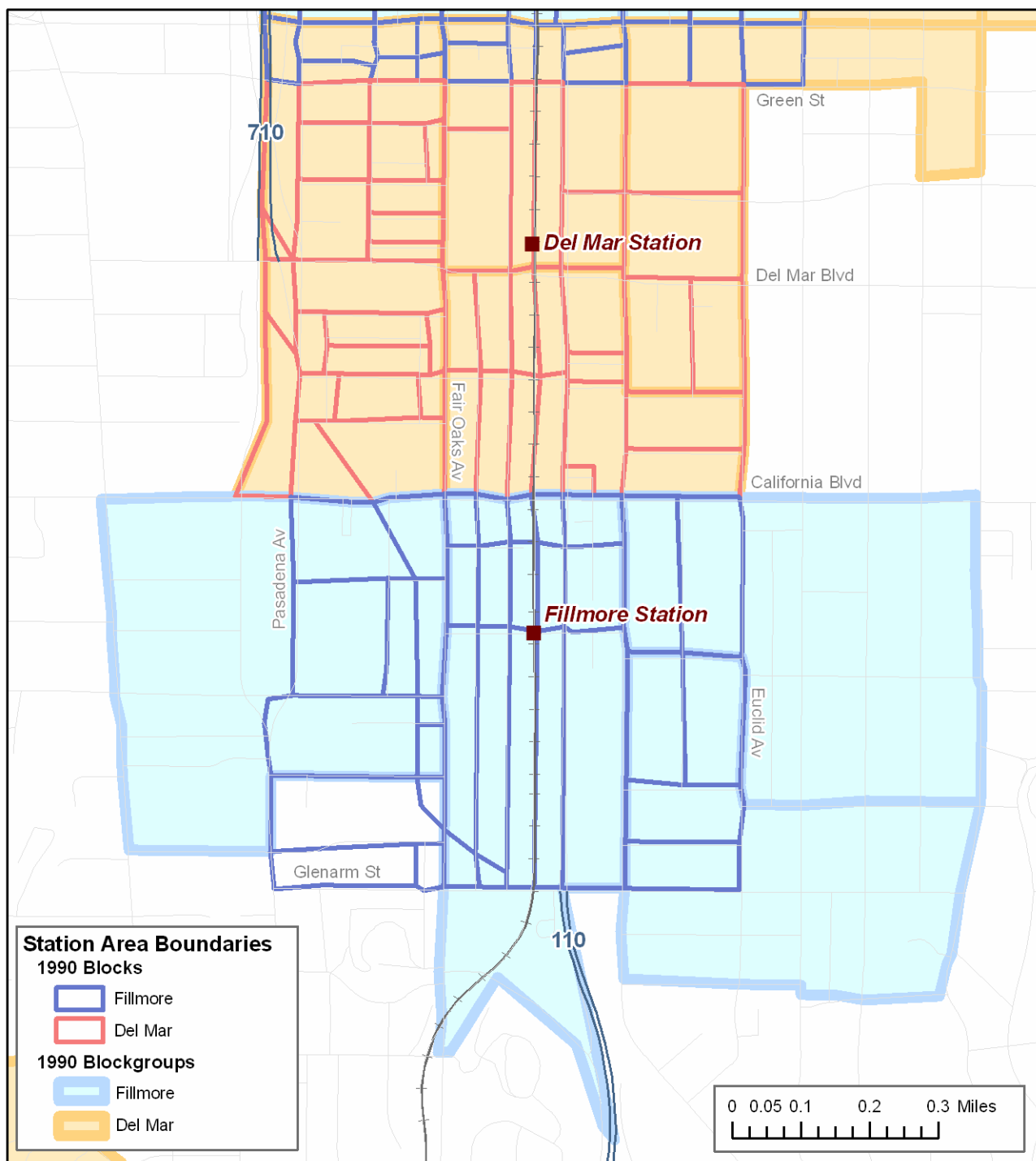


Figure A9. 1990 Census-based Study Area Boundaries, Fillmore & Del Mar

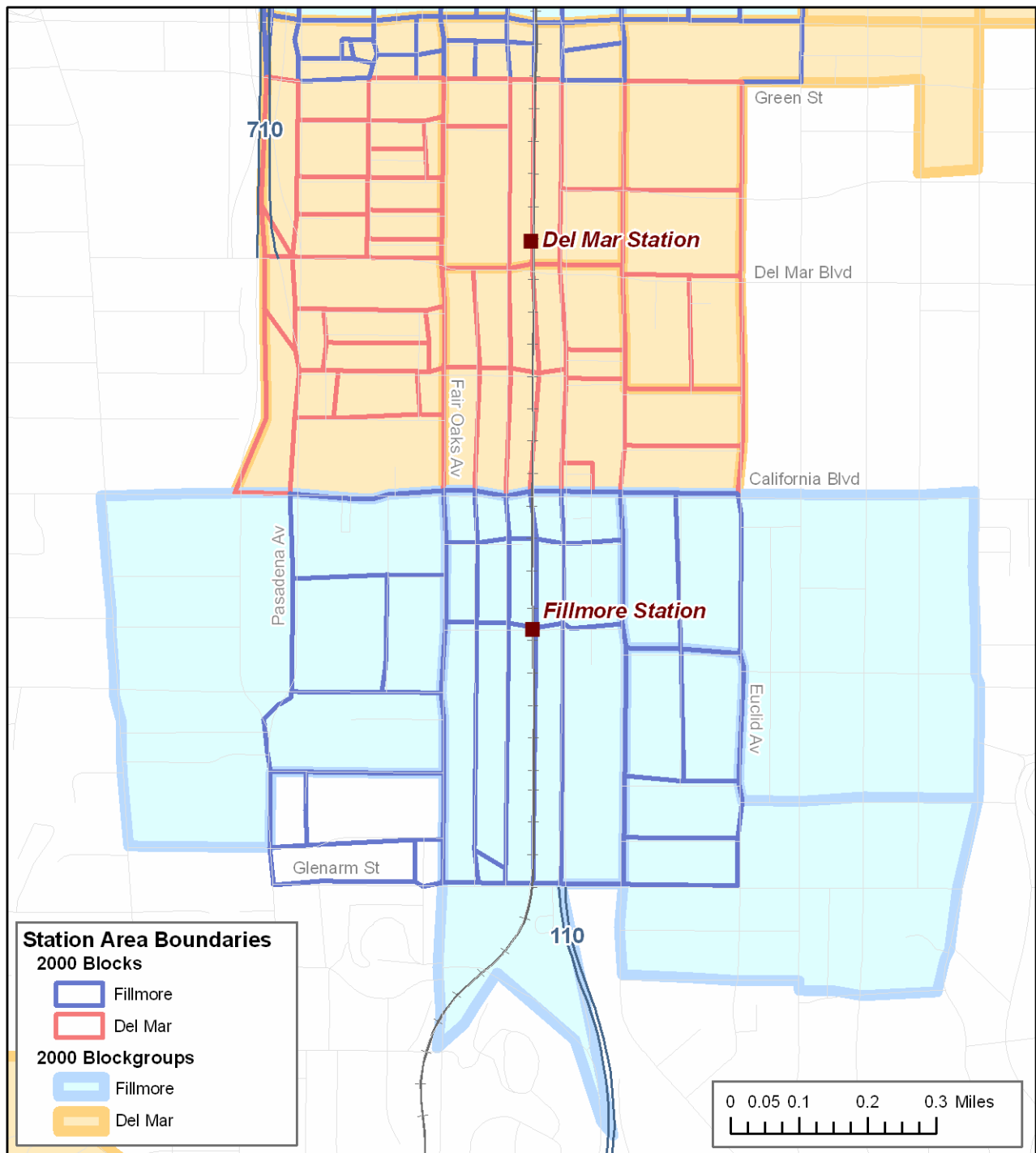


Figure A10. 2000 Census-based Study Area Boundaries, Fillmore & Del Mar

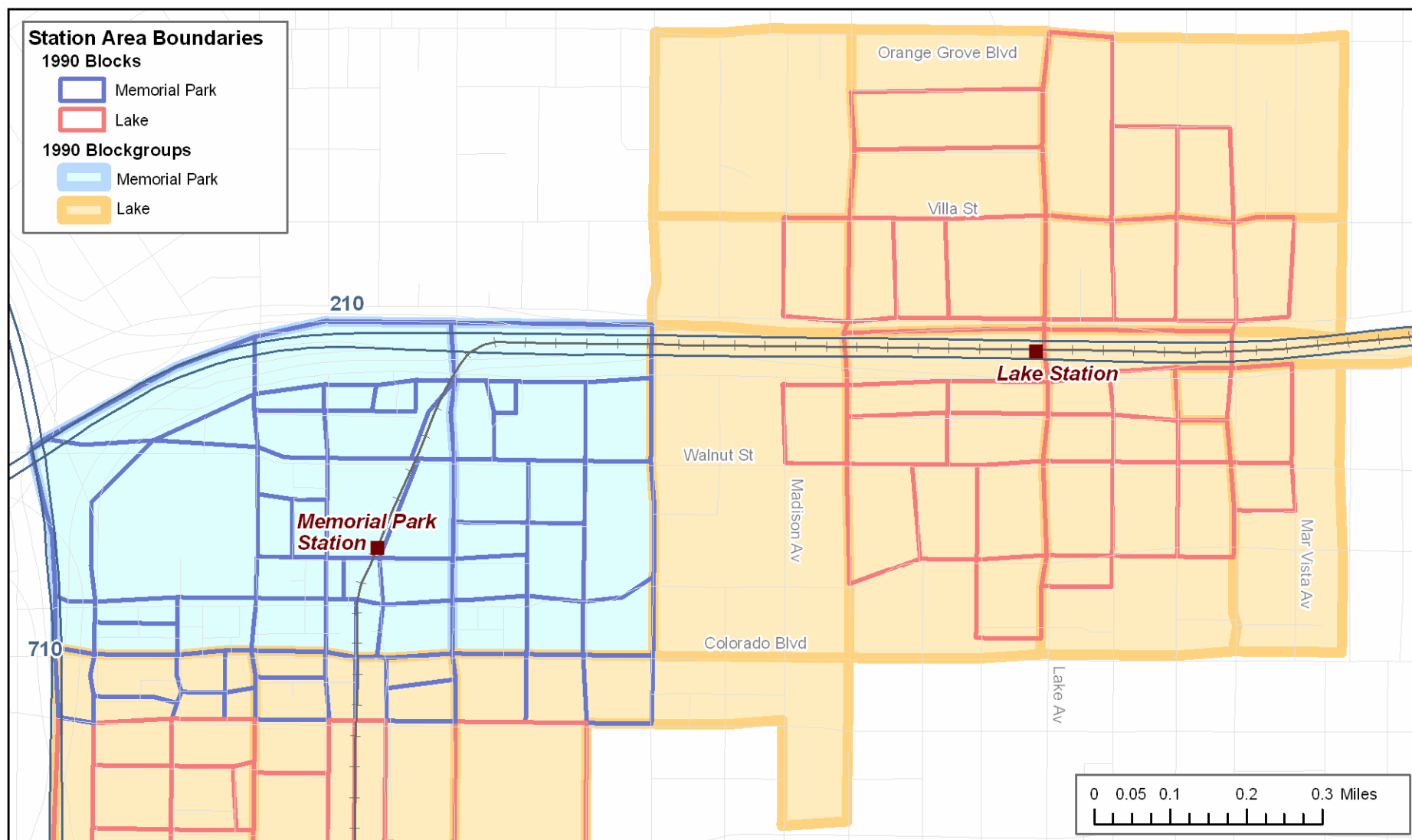


Figure A11. 1990 Census-based Study Area Boundaries, Memorial Park & Lake

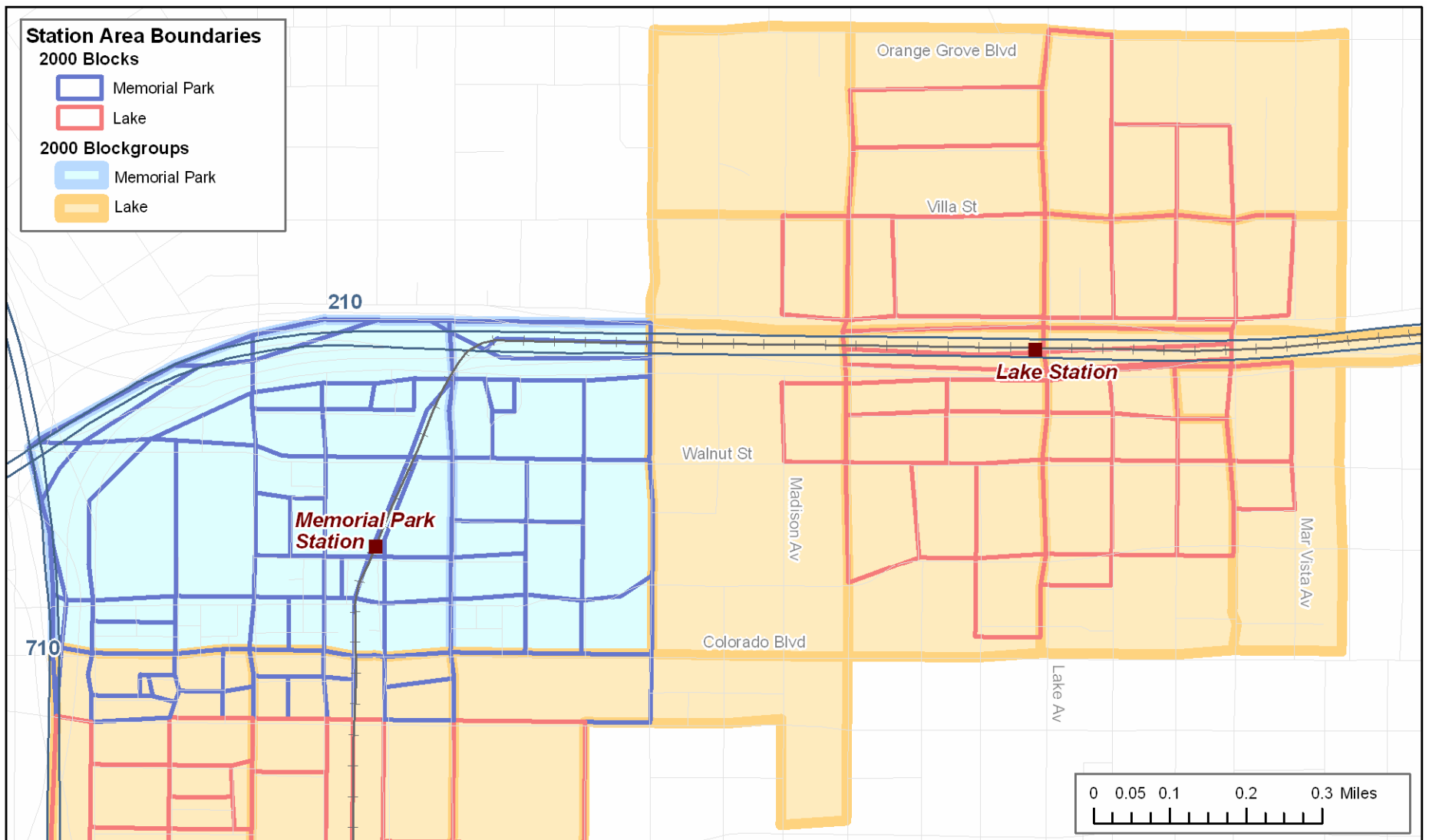


Figure A12. 2000 Census-based Study Area Boundaries, Memorial Park & Lake



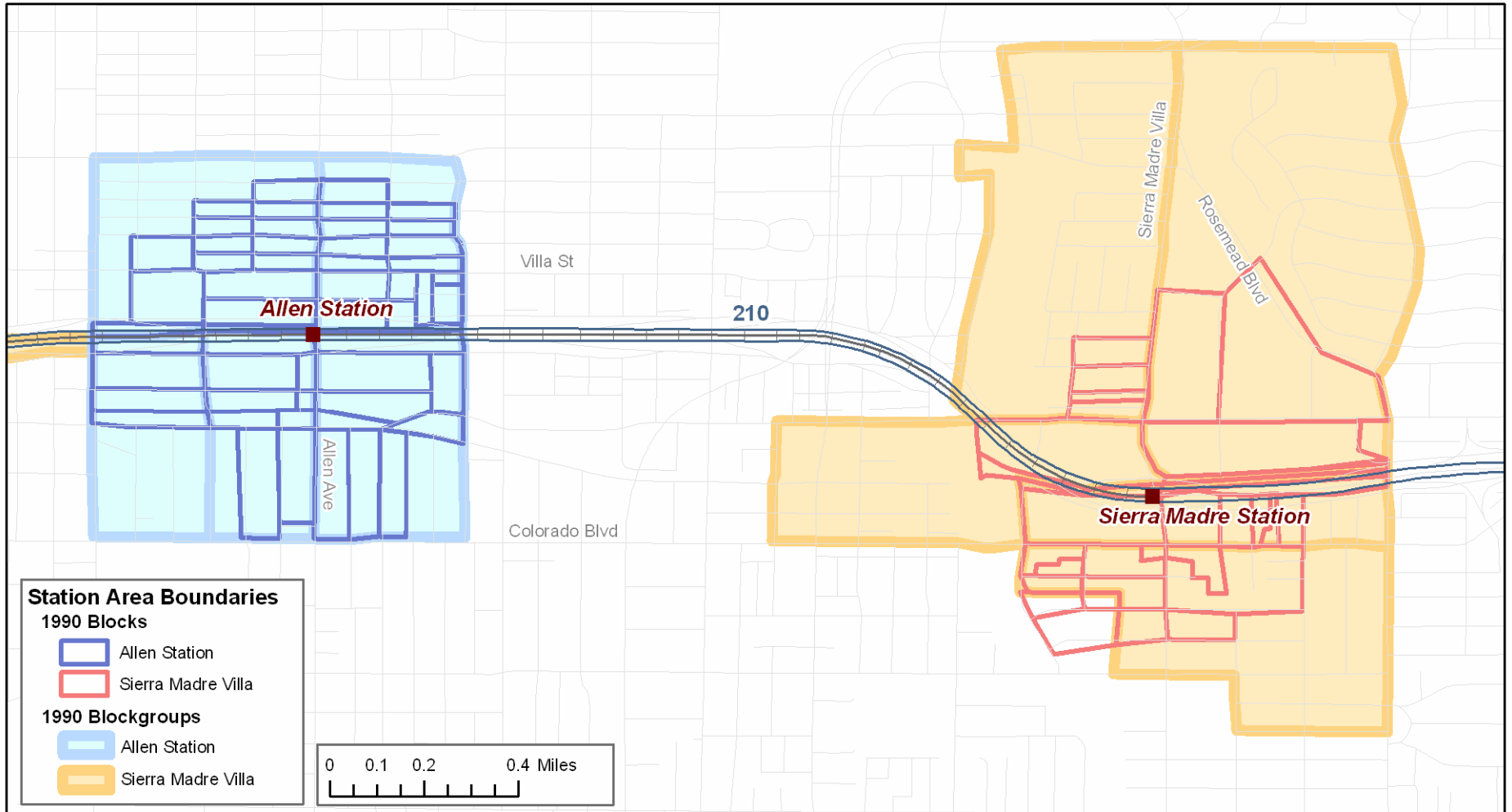


Figure A13. 1990 Census-based Study Area Boundaries, Allen & Sierra Madre Villa

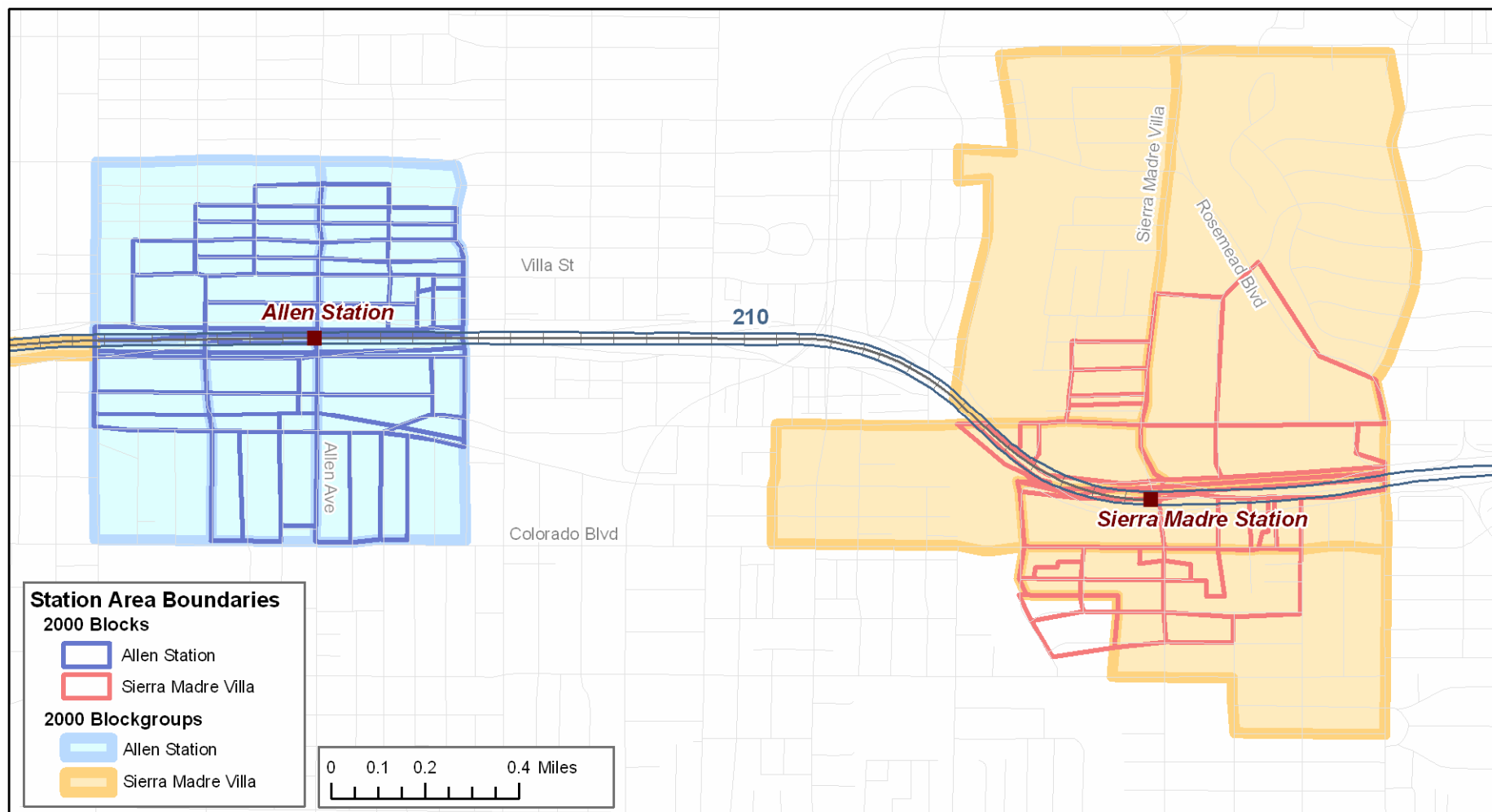


Figure A14. 2000 Census-based Study Area Boundaries, Allen & Sierra Madre Villa

### **Interview Methodology for Report Sections 2, 3, and 4**

Interviews were conducted with developers, architects, and planners of major projects along the Gold Line corridor. Projects were identified from a list of major projects developed through conversations with developers and planners at the Cities of Los Angeles, South Pasadena, and Pasadena. We expanded and clarified our master list of projects based on internet research and station area surveys. Table 1.12 in Section 1 of the main report provides our initial list of projects and indicates those projects for which an interview was conducted. We sampled projects and individuals to contact for interviews from this master list to meet the following objectives:

- (a) Provide insights on transit oriented development in each of the three cities along the corridor
- (b) Describe development in a variety of station area contexts that reflect the diversity of TOD potential as well as its various challenges
- (c) Illustrate a range of both larger and smaller projects with different levels of involvement by numerous agencies and the public
- (d) Document the perspectives of developers, architects, and planners for given projects and transit oriented development in general.

Structured interviews with twelve developers, six architects, and seven planners involved in TOD development projects along the Gold Line were conducted between May, 2006 and November, 2006 (Table A15). Interviews were conducted in person and over the phone, depending on the availability of respondents, and were recorded and transcribed. The interview guides and questions are included below.

Table A15. Developers, Architects and Planners Interviewed

<i>Project Name</i>	<i>Developer</i>	<i>Architect</i>	<i>Planner</i>
<b>Union Station</b>			
Mozaic Apartments	Lincoln Property Company*	Don Getman, GMP Architects LA	
<b>Chinatown</b>			
Blossom Plaza	Bond Chinatown Ventures, LLC*		Ron Maben, Planner, City of Los Angeles Ed Huang, Planner, CRA
Cesar Chavez Gardens Apts	Dean Matsubayashi, Little Tokyo Service Center		
<b>Lincoln Heights/Cypress Park</b>			
Camino Al Oro Flores Del Valle Fuller Lofts Puerta Del Sol Tesoro Del Valle	Sean Hyatt, AMCAL Multi-Housing, Inc. Sean Hyatt, AMCAL Multi-Housing, Inc. Ryan Lehman, Livable Places Sean Hyatt, AMCAL Multi-Housing, Inc. Sean Hyatt, AMCAL Multi-Housing, Inc.	Larry Scarpa, Pugh + Scarpa Architecture	
<b>Mission</b>			
Mission Meridian	Michael Dieden, Creative Housing Associates	Stefanos Polyzoides, Moule & Polyzoides	Marc Castagnola, Ast City Mgr., City of South Pasadena Gay Forbes, Fmr City Mgr., City of South Pasadena Art Cueto, Fmr. Planner, MTA
<b>Del Mar</b>			
217 S Marengo Archstone Del Mar Station Bellevue Center Messina Palermo Westgate Pasadena	Mario Savvides, West Development Corp Matthew Winsryg, Urban Partners, LLC Gordon Ekstrand, Bellevue Ventures, LLC Allen Freeman, JSM Messina Construction Allen Freeman, JSM Messina Construction Brigg Bunker, Sares Regis Group	Don E. Empakeris, DE Architects, AIA Stefanos Polyzoides, Moule & Polyzoides Rocky Shen, KTG Group, Inc.	Vincent Gonzalez & John Poindexter, Planners, City of Pasadena Vincent Gonzalez & John Poindexter, Planners, City of Pasadena Vincent Gonzalez & John Poindexter, Planners, City of Pasadena Vincent Gonzalez & John Poindexter, Planners, City of Pasadena Vincent Gonzalez & John Poindexter, Planners, City of Pasadena Vincent Gonzalez & John Poindexter, Planners, City of Pasadena
<b>Sierra Madre Villa</b>			
Pinnacle	David Powers, SMV/BRE Partners LLC		Vincent Gonzalez & John Poindexter, Planners, City of Pasadena

\* Respondent asked to not be referenced by name.

**Gold Line Interview Guide  
Developers**

Background/Role

*Professional Background*

- Please describe your professional background and expertise, especially as it relates to development near the Gold Line.

*Prompts: What is your job title? How long have you worked in this field?*

Project Details

*Involvement with Gold Line Development*

- What projects near the Gold Line has your firm been involved in and in what capacity?

*What stages of development? Conception, Design, Construction, Marketing?*

*Project Details*

- Would you review our basic information about the project and make any corrections?

*Note: Hand Project Details Summary Sheet*

Site Selection

- Can you describe what attracted your firm to this site?

*Prompt:*

*What were the characteristics of the area made motivated your selection?*

*What opportunities did it offer over other sites?*

*Were these factors important in your selection: financing, potential buyers, etc? [what prompt list should use here is any?]*

- Did the project's proximity to the Gold Line play an important part in site selection? If so, why?

*Prompt: If so, in what ways? If not, what were the most important factors?*

- What role, if any, did City Ordinances play in the selection of your site?

*Prompt: Did city ordinance or regulations (such as FAR, CUP, variance, parking, inclusionary zoning, (balance of units) TOD zones, density bonus) influence your selection?*

Project Design

- Can you generally describe the design phase, especially with regards to any changes from the original conception of the project?

- What elements of the design were influenced by proximity to the Gold Line?

*Prompt:*

*How does the design address any parking requirements?*

*Does the project include design elements that specifically promote a pedestrian friendly environment? Access? Higher density?*

- Can you describe your coordination with the City during this time?
- Did city requirements or regulations influence the design? If yes, how so?
- How have you dealt with the inclusionary zoning ordinance?
- Was there a design review board? If so, can you describe its involvement?
- Can you describe community interaction or input in the design phase if any?

## Marketing

- What percentage of units have been purchased or leased? (What percent is currently occupied?)
- Do you feel proximity to the Gold Line has played an important role in your ability to market the project? In what ways?

## General – Development Potential And Constraints

Now we'd like to ask you to reflect more generally about the potentials and constraints for development near the Gold Line.

- Based on your experience with the development(s) you have described, can you describe any design and planning challenges facing developers and architects who create transit-oriented projects?

*Prompt: What strategies have worked well?*

- What changes are necessary in zoning and land use regulations for successful development near the Gold Line?
- How would you characterize your relationship to the city during the development process?
- How can cities be more helpful in the development of transit-related projects?
- What risks do developers take in developing near the Gold Line, and what assurances do you feel are needed to embark on development projects?

- Based on your experience with this project, would you say that transit proximity is an important factor in the success of this type of development? Is this different than your view when you set out to do this project?

- Do you feel there is remaining potential for further development of underutilized space along the Gold Line? If so please describe. What are the constraints to realizing their potential opportunities?

*Prompt:*

*What changes are necessary in zoning and land use regulations for developing in proximity to transit? How could cities promote such infill development?*

- Would you seek another project in the area?
  - Would you look for another project in this area? In Pasadena (city)? In a TOD zone?

## ***Gold Line Interview Guide***

### **Architects**

#### Background/Role

##### *Professional Background*

- Please describe your professional background and expertise, especially as it relates to development near the Gold Line.

*Prompts: What is your job title? How long have you worked in this field?*

#### Project Details

##### *Involvement with Gold Line Development*

- What projects near the Gold Line has your firm been involved in and in what capacity?

##### *What stages of development? Conception, Design, Construction, Marketing?*

- Please describe the mix of land uses at this site (i.e. residential, retail, office, industrial, parking, other.)

#### Design Goals

- What were the design goals of this project?
- Was there a target group of tenants you were designing for?
- Has proximity to the Gold Line influenced the project's design?  
*Prompt: If yes, in what ways?*
- Can you generally describe the design phase, especially with regards to any changes from the original conception of the project?
- Were there any design constraints? If so, who introduced them and how were they addressed?  
*Prompt:*  
*How does the design address any parking requirements?*  
*Does the project include design elements that specifically promote a pedestrian friendly environment? Access? Higher density?*
- Can you describe your coordination with the City during this time?
- Did city requirements or regulations influence the design? If yes, how so?
- Was there a design review board? If so, can you describe its involvement?
- Can you describe community interaction or input in the design phase if any?
- Are there any specific projects that served as a model for this development? Were these projects in close proximity to rail transit stations?

### General – Development Potential And Constraints

Now we'd like to ask you to reflect more generally about the potentials and constraints for development near the Gold Line.

- Based on your experience with the development(s) you have described, can you describe any design and planning challenges facing developers and architects who create transit-oriented projects?

*Prompt: What strategies have worked well?*

- What changes are necessary in zoning and land use regulations for successful development near the Gold Line?
- How would you characterize your relationship to the city during the development process?
- How can cities be more helpful in the development of transit-related projects?
- 

Based on your experience with this project, would you say that transit proximity is an important factor in the success of this type of development? Is this different than your view when you set out to do this project?

- What are the benefits of building adjacent to transit stations?
- What are the disadvantages of building transit-oriented developments?
- Do you feel there is remaining potential for further development of underutilized space along the Gold Line? If so please describe. What are the constraints to realizing their potential opportunities?

*Prompt:*

*What changes are necessary in zoning and land use regulations for developing in proximity to transit? How could cities promote such infill development?*

- Would you seek another project in the area?
  - Would you look for another project in this area? In Pasadena (city)? In a TOD zone?



## ***Gold Line Interview Guide***

### **City Planners**

We realize the planning process can vary depending on a project's scale, characteristics, and location. We've organized our questions around the major stages in a project's development. If you are not knowledgeable about particular aspects, we'll be happy to talk with others who may know more about a particular phase.

We'll begin with a couple questions about your background and expertise. Then we will ask you to speak specifically about your experience with Gold Line development projects. In the last set of questions, we will ask you to reflect more generally on Transit Oriented Development and to share your thoughts on potentials and constraints for realizing TOD projects in your city.

#### **Background/Role**

1) Please describe your professional background and expertise, especially as it relates to development near the Gold Line.

*Prompts: What is your job title? How long have you worked in this field? For the City of \_\_\_\_\_?*

2) Today we are focusing on the \_\_\_\_\_ development project(s). Are there any other development projects you have worked on near the Gold Line or elsewhere (Please describe them, generally – i.e. mix of land uses etc.)

#### **Preliminary Application Phase**

In the next set of questions we would like you to speak specifically about the \_\_\_\_\_ development project.

1) Who initiated the project? That is, did the city solicit proposals for the site or did a developer propose the project independently?

2) Can you generally describe the preliminary application phase of the project? In general, was the city's review favorable?

If so, can you describe those aspects of the project which were consistent with the city's goals for the area?

Can you describe those aspects of the project which were *not* consistent with the city's goals for the area? Please give examples of the guidance/feedback you provided and how the developer responded to this early feedback.

*Prompt: mix of land uses, parking, density etc.*

3) Were major variances requested? If so, can you generally describe them and how the city responded?

4) Can you describe the environmental review of the project and any guidance the city provided in this process? What were the major impacts of the project (traffic, noise, etc), and how were they addressed?

## Design Review Phase

1. What was the city's initial reaction to the project design? Was it consistent with the city's development goals for the area?
2. Which of the city's specifications did the design meet well?
3. Which of the city's specifications did the project *not* meet? Can you describe any concerns raised by the planning commission and/or the design review board?

Please give examples of the city's concerns and requested changes, and how the project designers responded. Were developers forthcoming with meeting city requirements?

*Prompt: zoning, parking, setbacks, FAR, affordable housing*

4. Did the city provide incentives for the project? If so, please describe them and the impact you believe they had on this particular development.
5. Was there much community involvement during this process? At what point did it begin?

How would you characterize the response of nearby residents and/or businesses to this development? What, if any, were the concerns and how were they addressed?

Did the neighborhood response change as the process continued?

6. Based on your experience, what strategies have developers used to facilitate the approval process with the city? Have you seen any particularly creative applications of incentives, ways developers have maximized development potential on the site, or dealt with community concerns about the project?

## General – Development Potential And Constraints

Now we'd like to ask you to reflect more generally about the potentials and constraints for development near the Gold Line.

1) How would you generally characterize the city's relationship to developers of projects near the Gold Line?

2) Based on your experience with the development(s) you have described, can you describe the major challenges facing the city's efforts to promote transit-oriented projects?

*Prompt: What strategies have worked well in the city's efforts to address these challenges?*

3) What do you feel are the major design and planning challenges or constraints facing developers and architects who create transit-oriented projects? How does your city assist developers in meeting these challenges? Do you think there are ways the city could be more helpful?

4) What do you feel is the city's role in resolving issues raised by the community?

5) Do you feel that the city is adequately promoting and achieving its development goals near the Gold Line? What practices have been most effective? What could be improved?

*Prompt: Are there any changes to zoning or land use regulations required?*

6) Based on your experience with this project, what would you say makes a good TOD development? Is transit proximity important to a project's success?

7) Do you feel there is remaining potential for further development of underutilized space along the Gold Line? If so please describe.